



PFO releases new safety app for Android phones with unique Pull Plug function

Swedish company PFO's Pull Plug function turns your headset and mobile phone into a discrete and easy-to-use rape alarm. The function is part of the PFO Shield app that launches for Android phones today.

Sweden is known as a modern equal country that places high value on design and function. It is also regarded as one of the safest countries in the world. However, what you may not know is that Sweden has the highest rate of rape in Europe.

PFO Shield's Pull Plug function lets you send an alarm with your location simply by pulling out your headset. For many young people on whom the headset is a permanent fixture, the lone walk home has never felt so safe.

With one quick and instinctive motion you initiate a sequence of actions to secure your safety. Your chosen contacts (Shields) get your alarm message while your entire phone's positioning intelligence is activated; GPS, Wi-Fi, GSM, gyro and accelerometer all work to pinpoint your exact location which is transmitted live to your Shields. Meanwhile, PFO's safety system enables connection with, positioning of, and communication between your other Shields in order to most effectively determine who is best suited to help.

The Android version of the PFO Shield personal alarm app has added tracking functions to its menu. Boomslang Instruments, the mother company of PFO, develop GPS tracking alarm devices for objects of personal value, such as bicycles, pets and helmets, as well as the patented and innovative PFO One personal alarm bracelet. The PFO Shield app for Android lets you use and administer all these units and functions from the convenience of your mobile phone.

To download your free PFO app go to Google Play or iTunes and search for PFO Shield.

For more information visit www.pfoapp.com.

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[PFO](#) is the world's first company that combines fashion, function and security. Behind the technology are developers of military robotic surveillance, behind the brand image the Grammy awarded graphic designer [Stefan Sagmeister](#), and behind the design the celebrated Swedish designer [Oscar Magnuson](#).

Behind PFO's mission to make the world better and safer are names like football manager Sir [Alex Ferguson](#), Australian Open and Davis Cup winner Thomas Johansson, and entrepreneur and mediaman Richard Båge.